

MISSOURI DIVISION OF TOURISM

JULY MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 8/11/20)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Lodging Trends – Week Ended August 1, 2020

OCCUPANCY
was down
39.4%
as compared to
the same week in
2019

**STATEWIDE
DEMAND**
DECREASED
39.5%

ADR
(Average Daily Room Rate)
DECREASED
21.3%

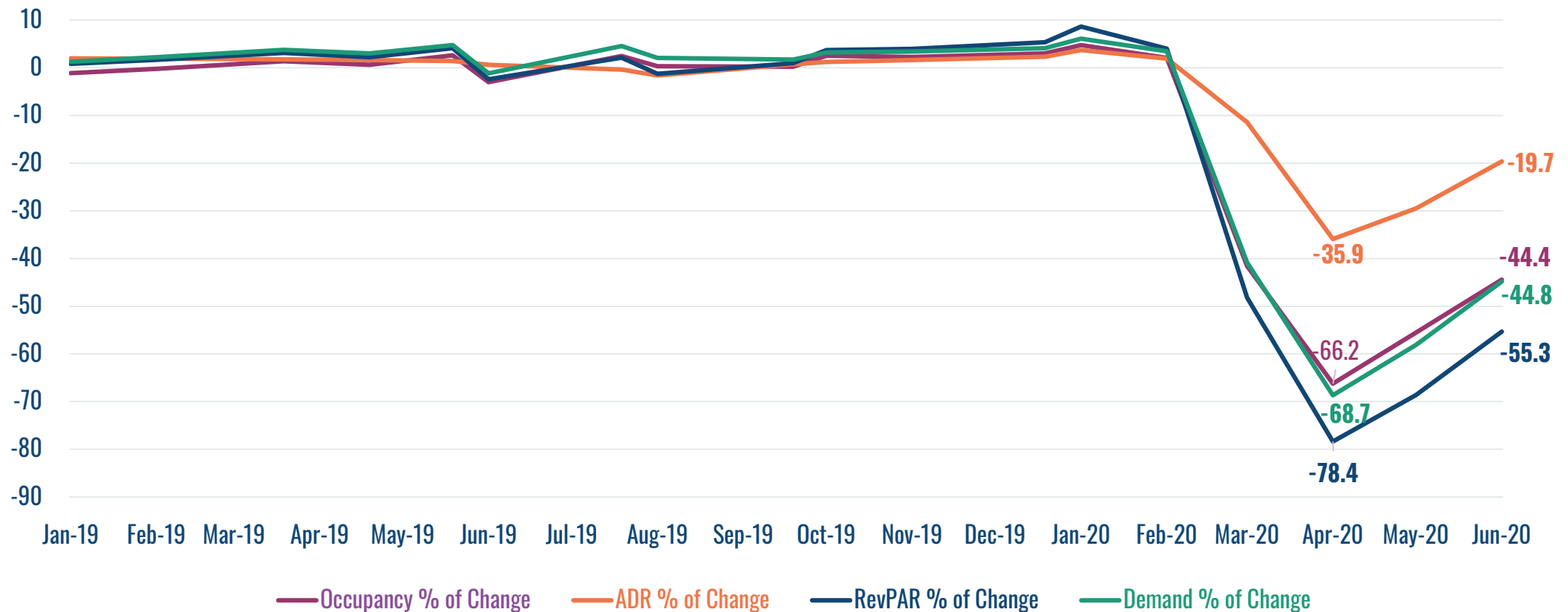
RevPAR
(Revenue per Available Room)
DECREASED
52.3%

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Monthly Lodging Trends Percentage of Change

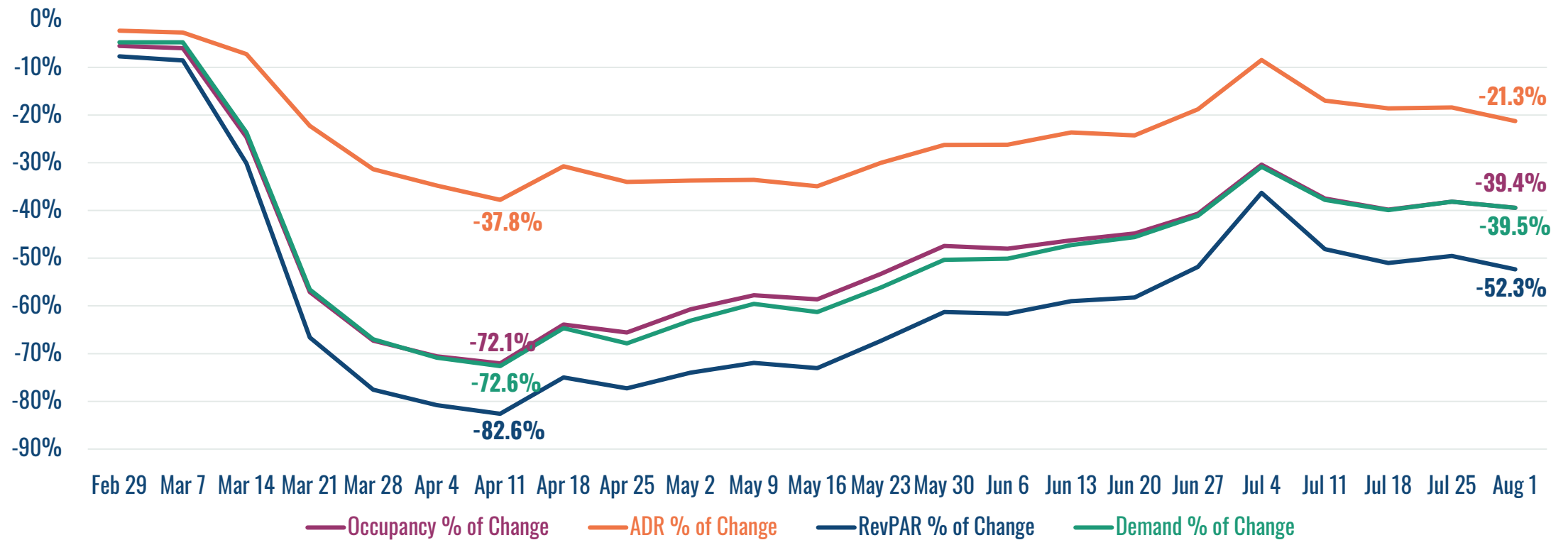


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Weekly Lodging Trends Percentage of Change

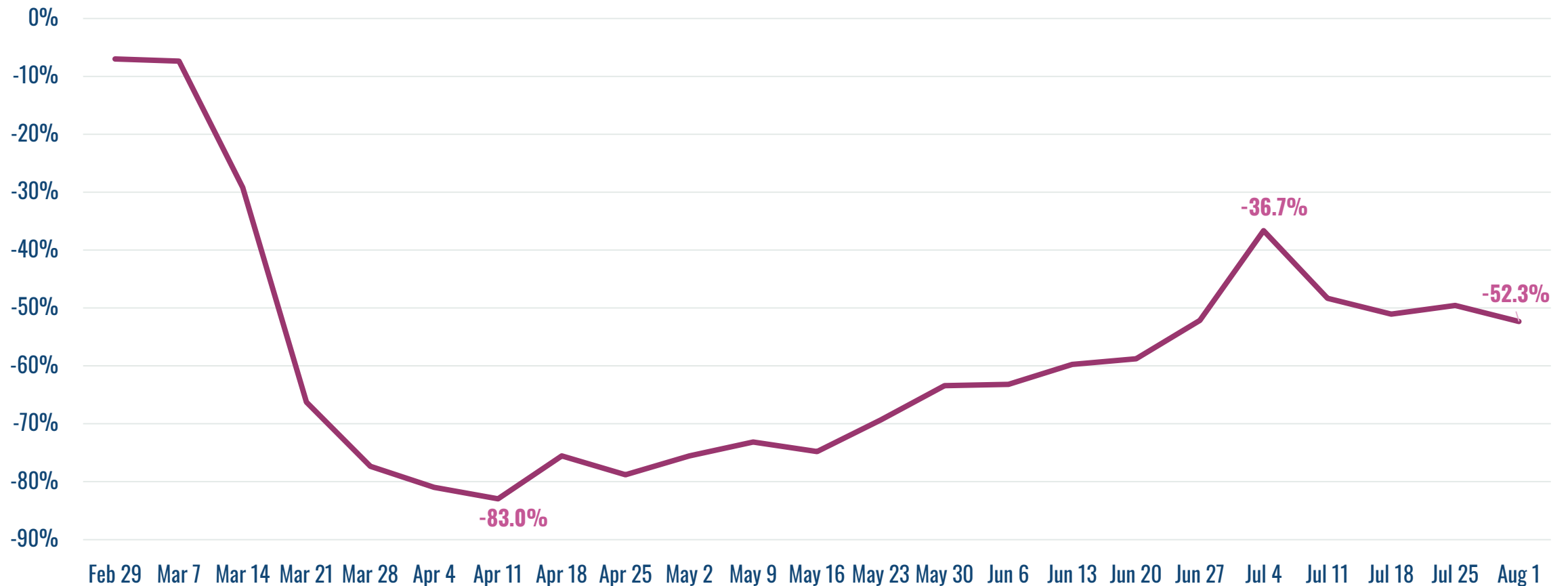


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Weekly Missouri Lodging Revenue % of Change from Prior Year



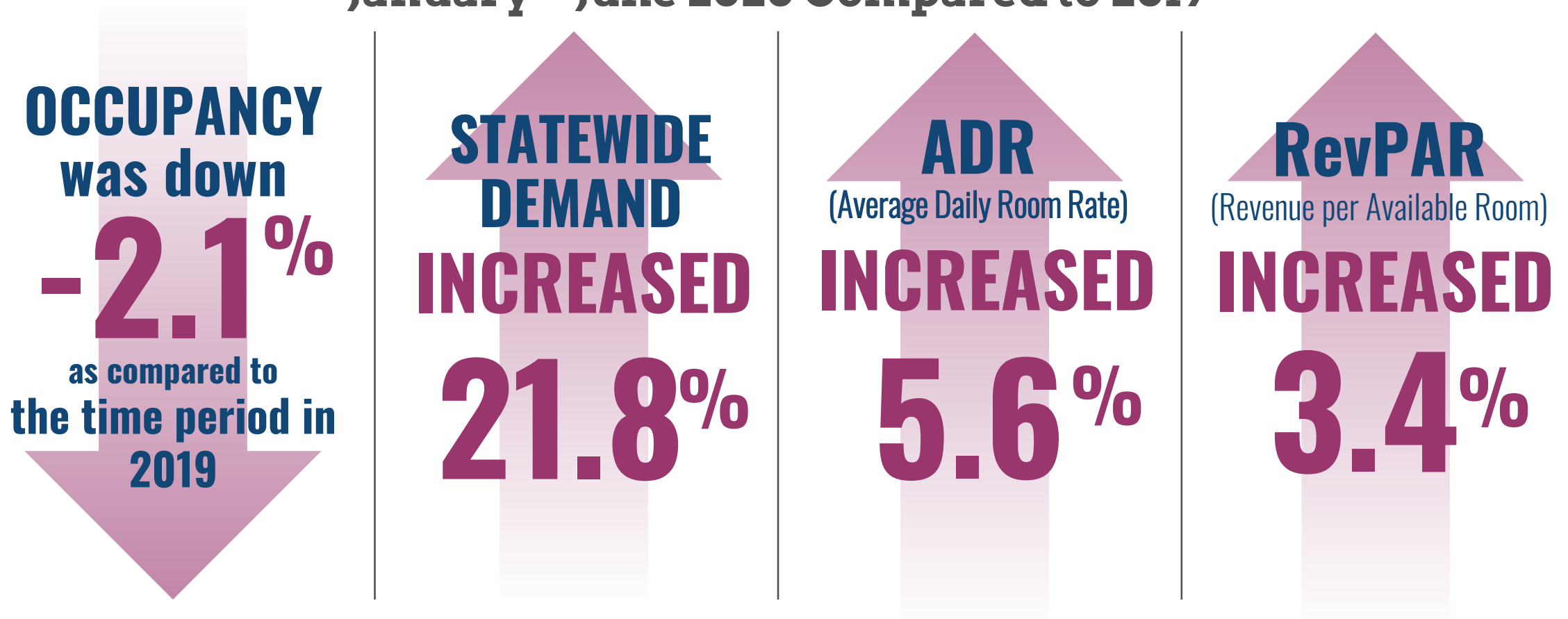
Missouri Travel Barometer



The effect of Covid-19 first hit the week ending 2/29

AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

January – June 2020 Compared to 2019



AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



AirDNA Short-Term Rental Trends for Entire Place Rentals

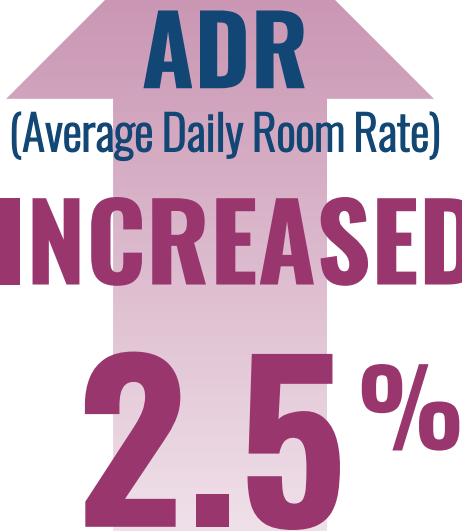
January – June 2020 Compared to 2019



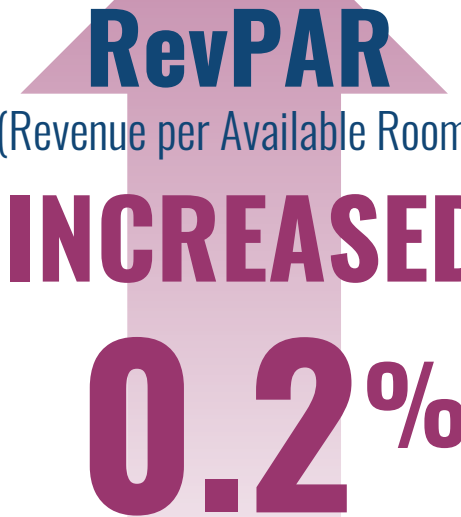
OCCUPANCY
was down
-2.5%
as compared to
the time period in
2019



**STATEWIDE
DEMAND**
INCREASED
16.6%



ADR
(Average Daily Room Rate)
INCREASED
2.5%



RevPAR
(Revenue per Available Room)
INCREASED
0.2%

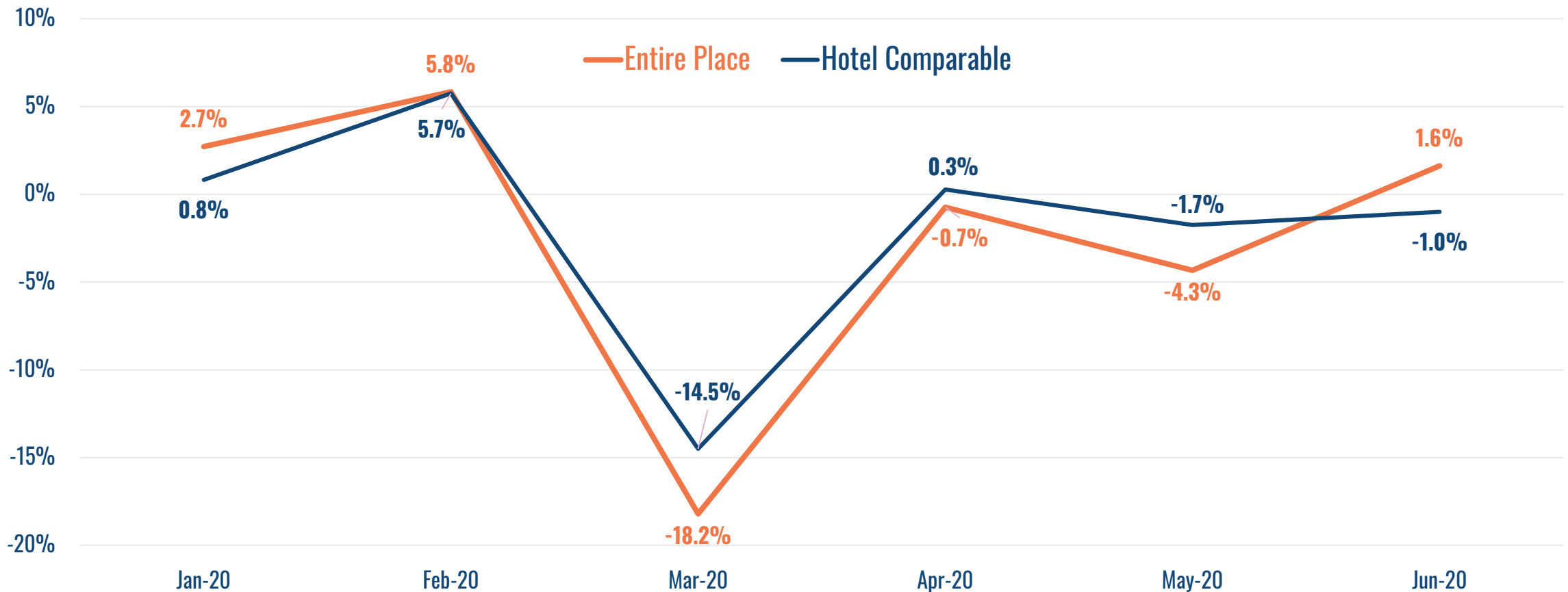
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals Occupancy% of Change from Prior Year



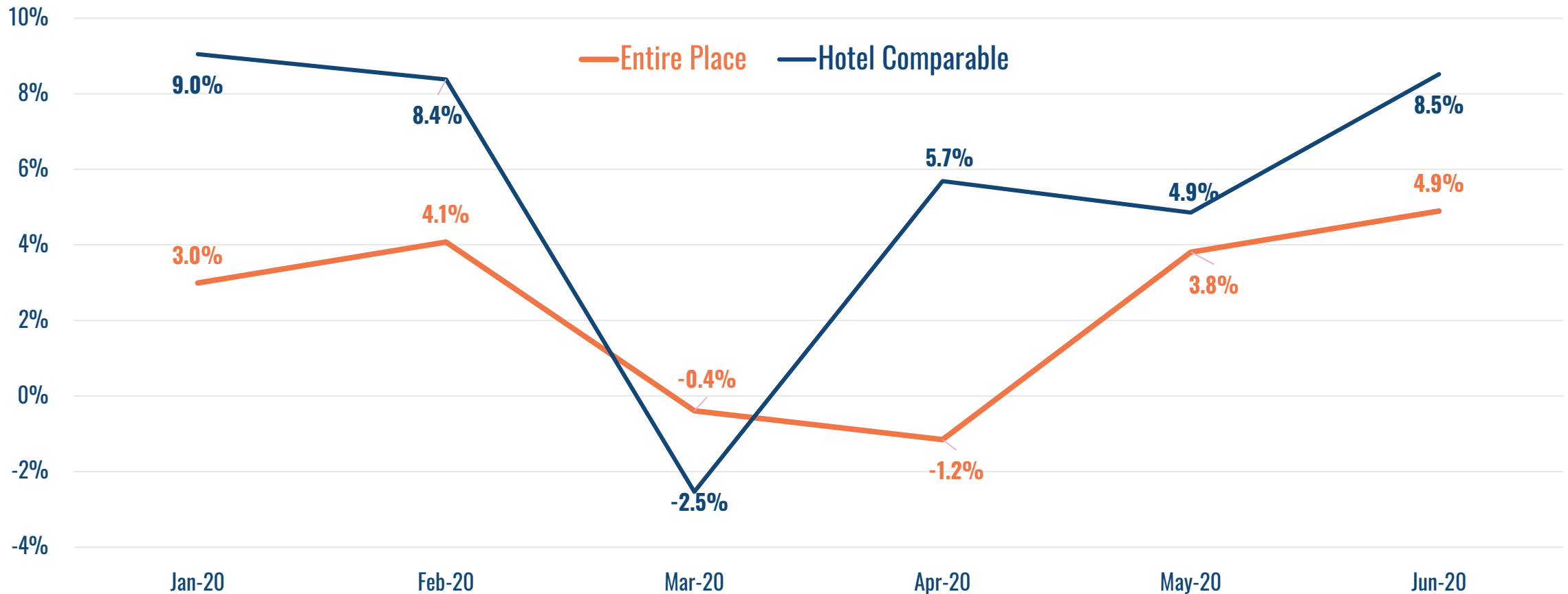
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals ADR % of Change from Prior Year



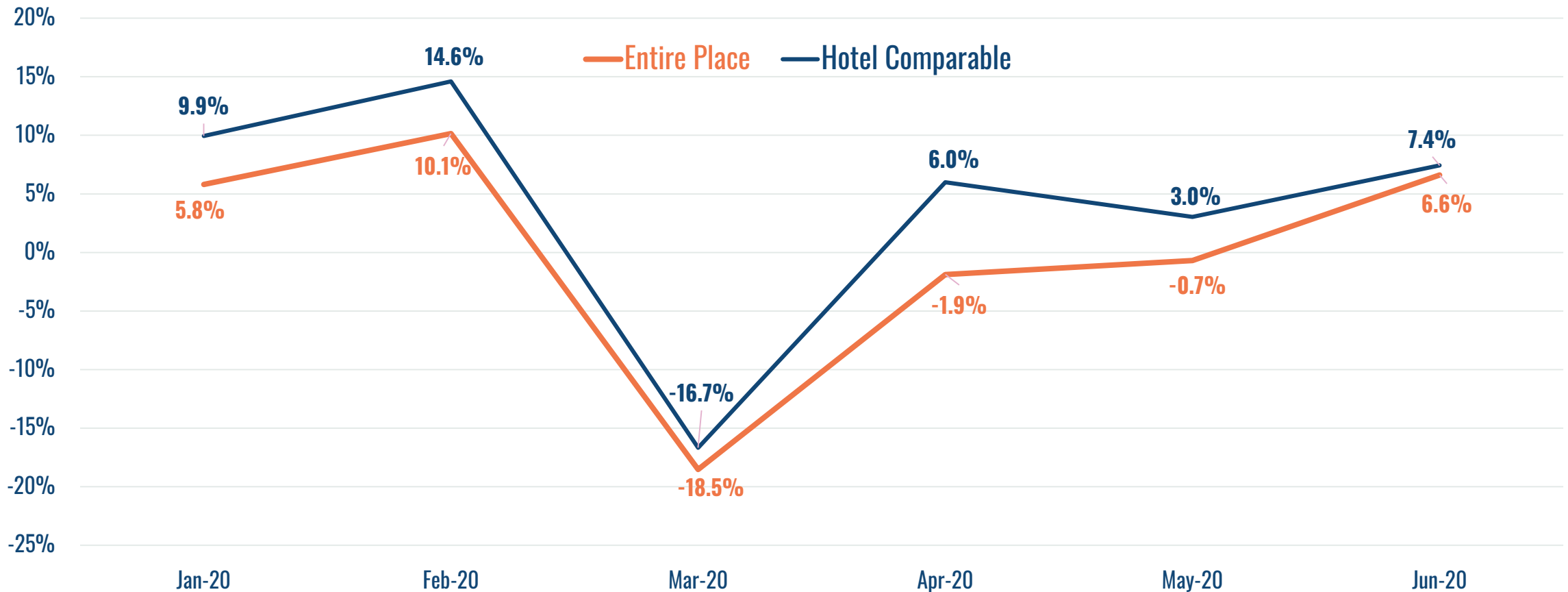
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



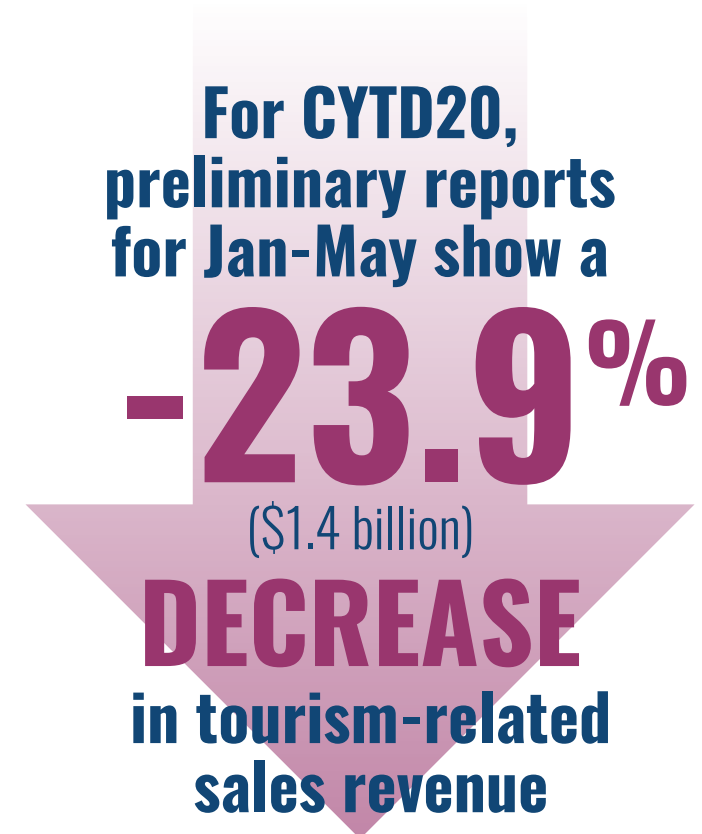
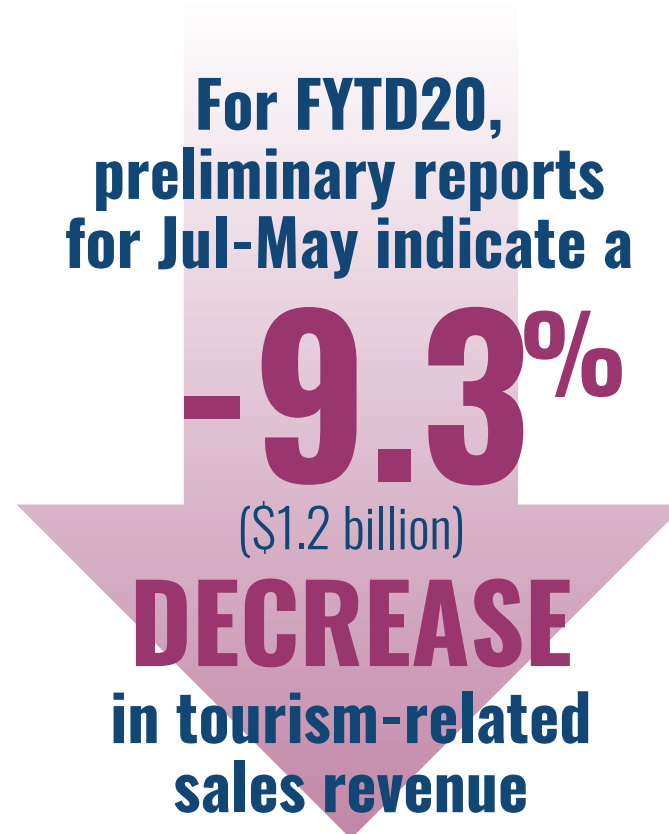
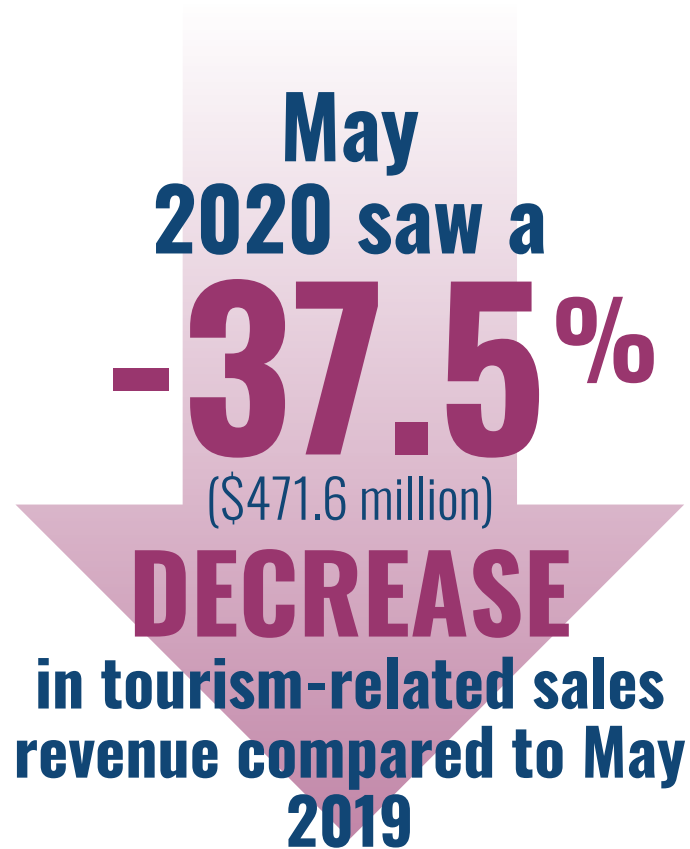
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



NAICS Tourism Business Sales through May 2020

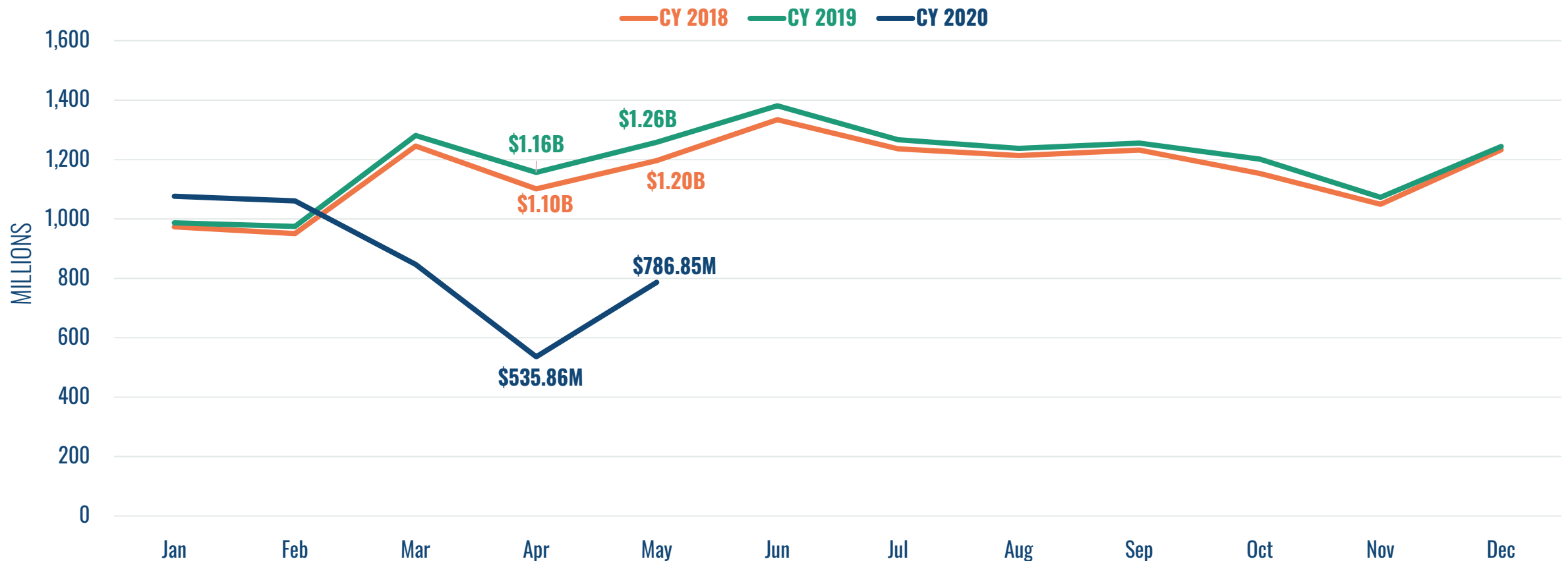


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



CY Sales Revenue from Tourism-Related NAICS

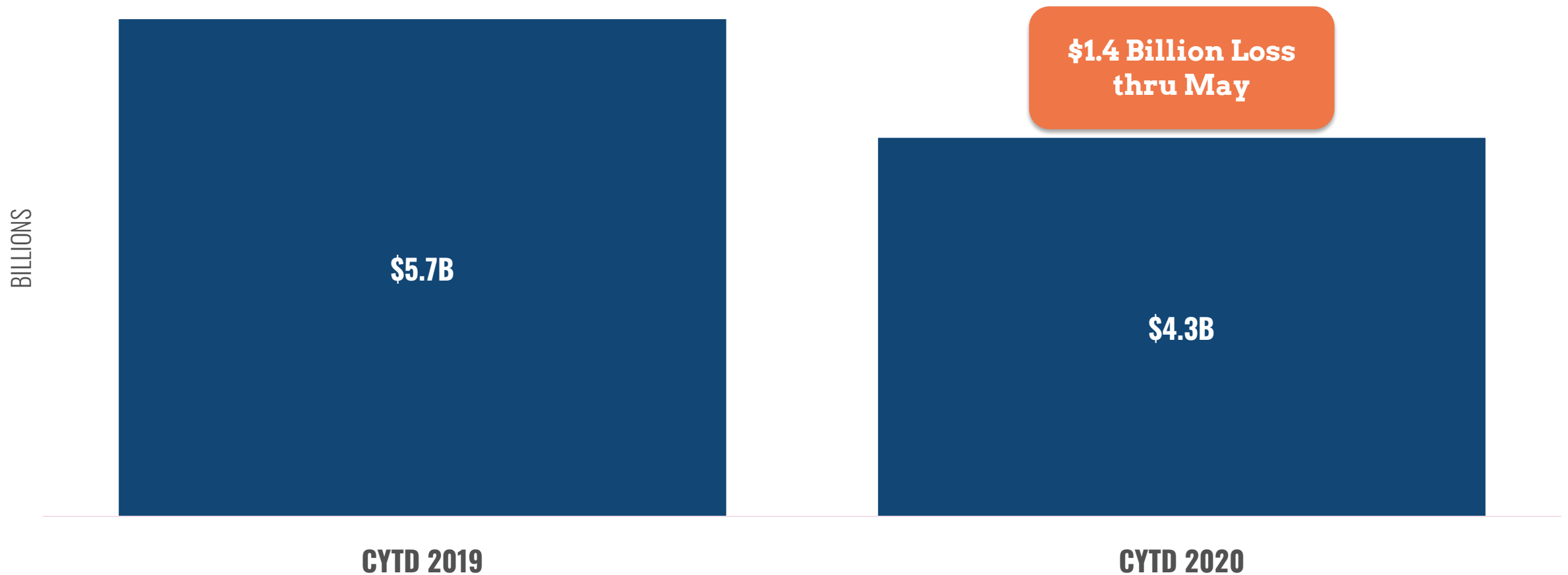


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



CYTD January - May Sales Revenue from Tourism-Related NAICS

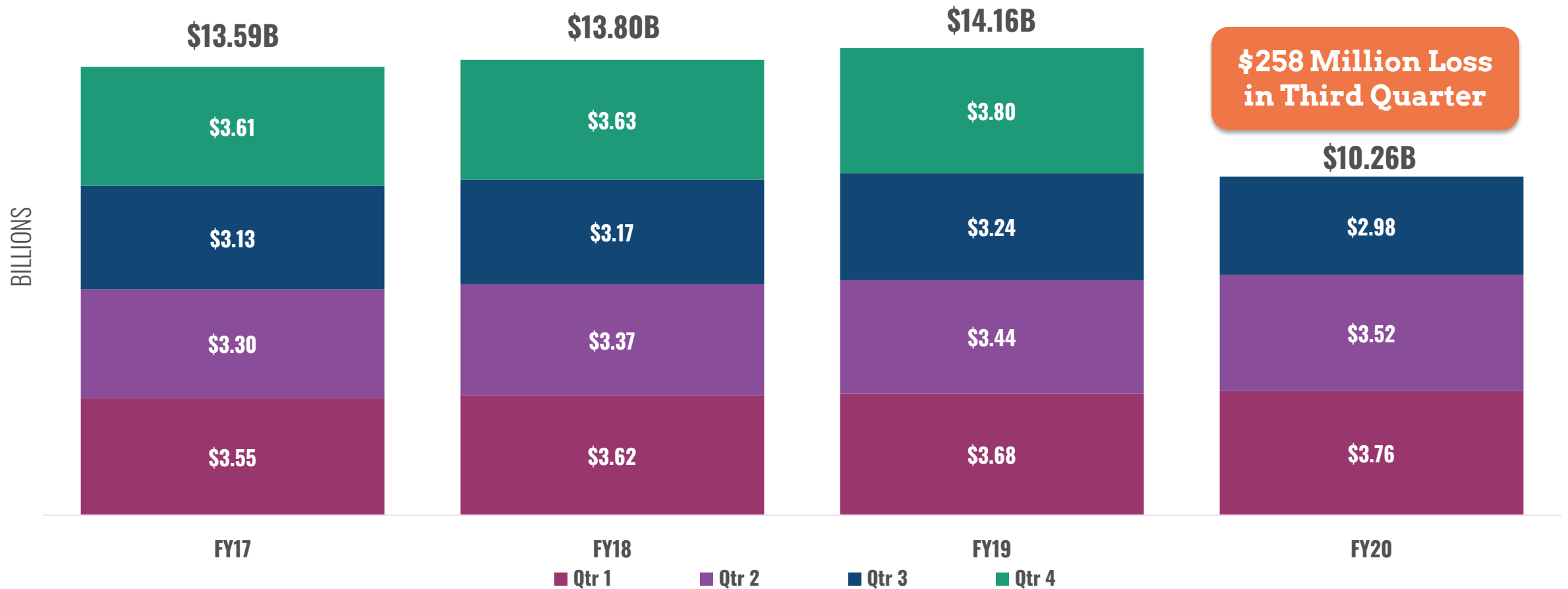


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



FY Sales Revenue from Tourism-Related NAICS



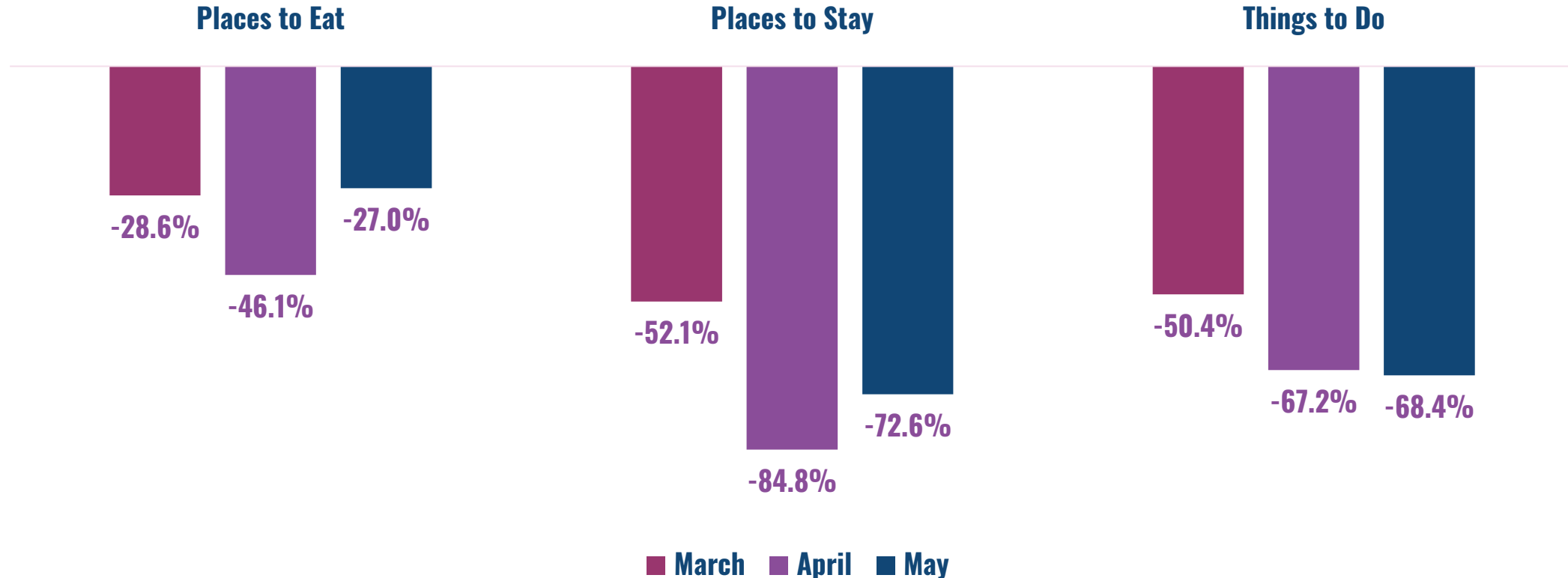
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

NAICS Tourism Business Sales

Change in March - May 2020 Compared to March - May 2019

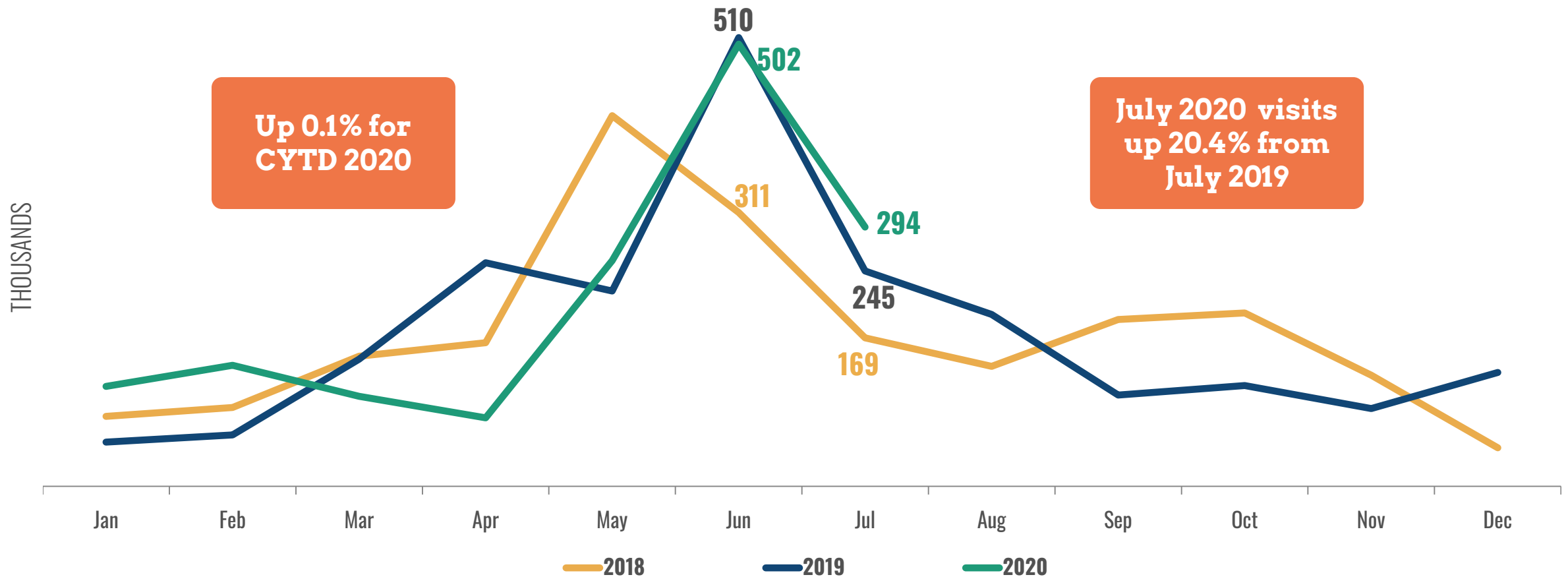


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020.

Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

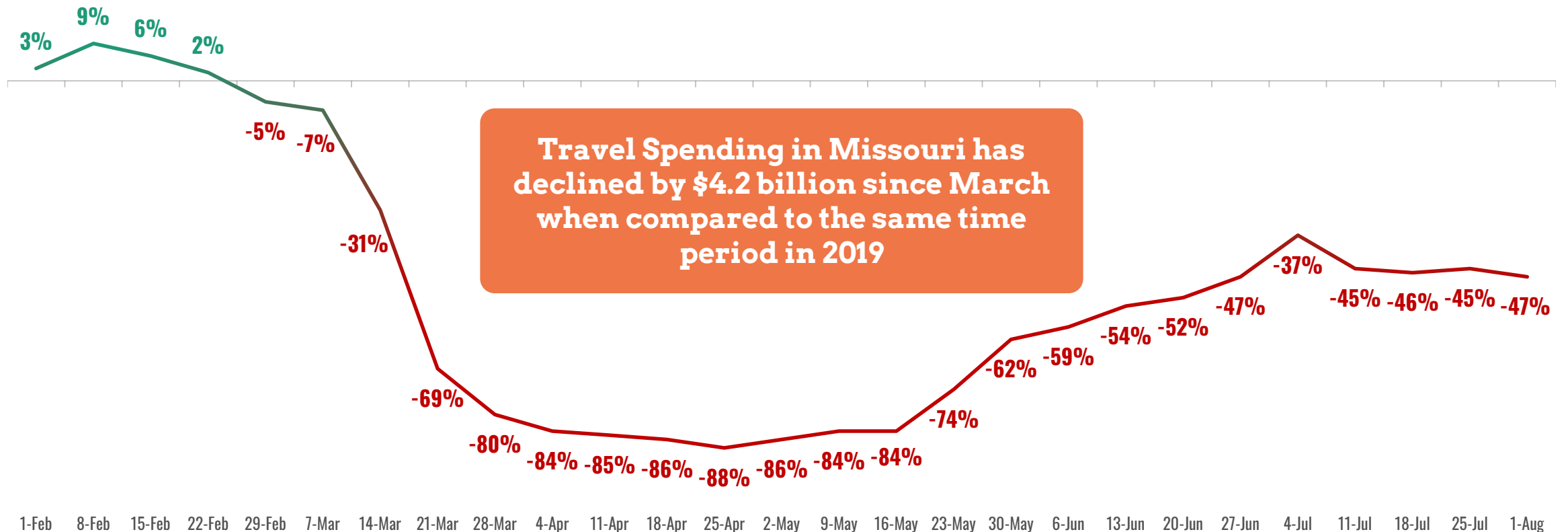
Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020.

Economic Impact

Year-Over-Year % Change in Weekly Travel Spending in Missouri

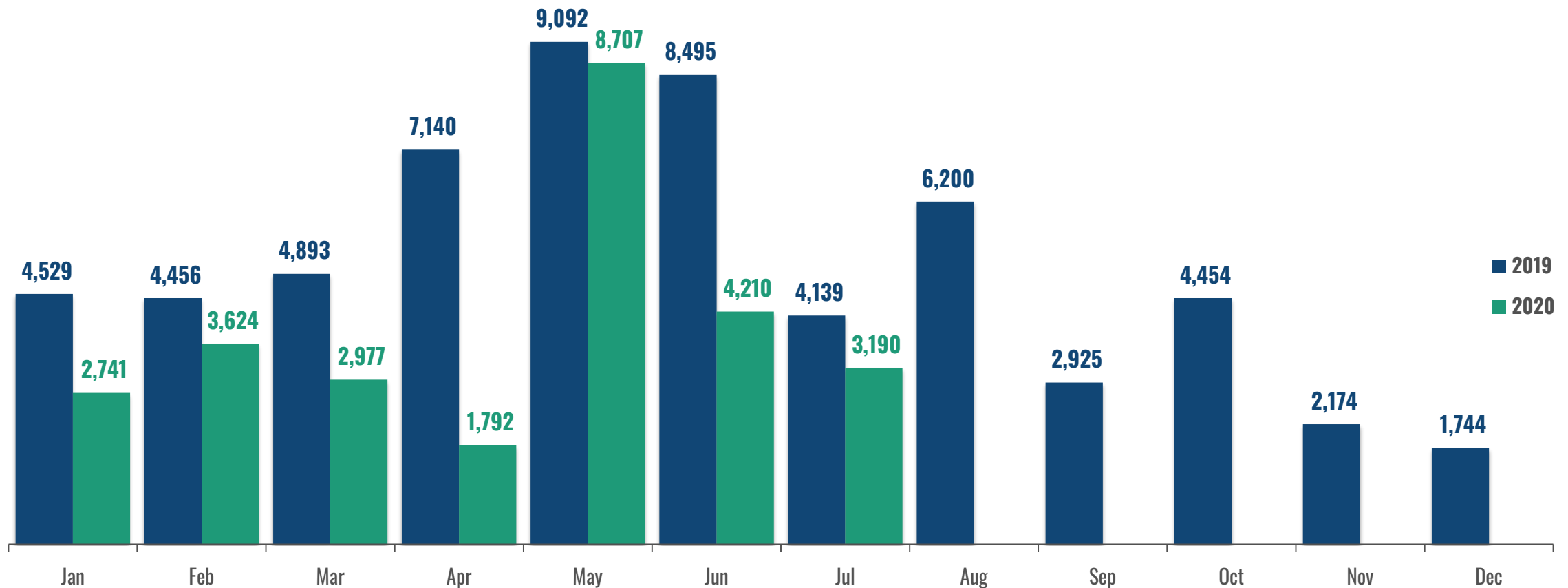


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

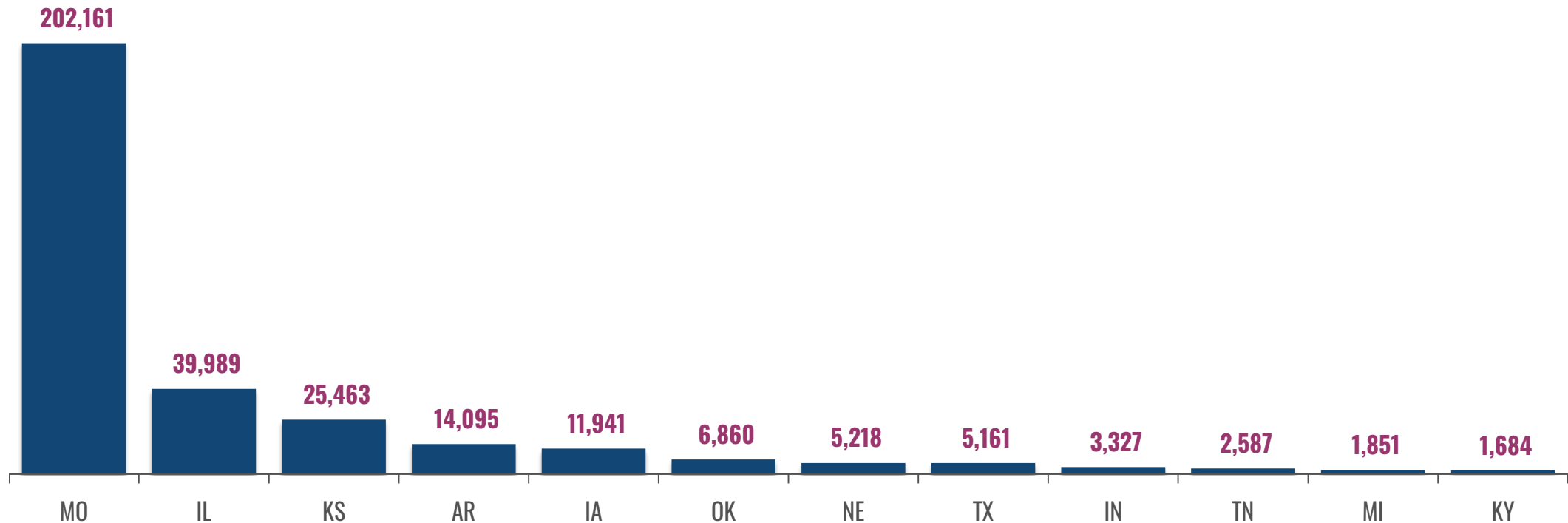
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

Road Trips to Missouri Reported by Arrivalist

Top States for Road Trips to MO February - July



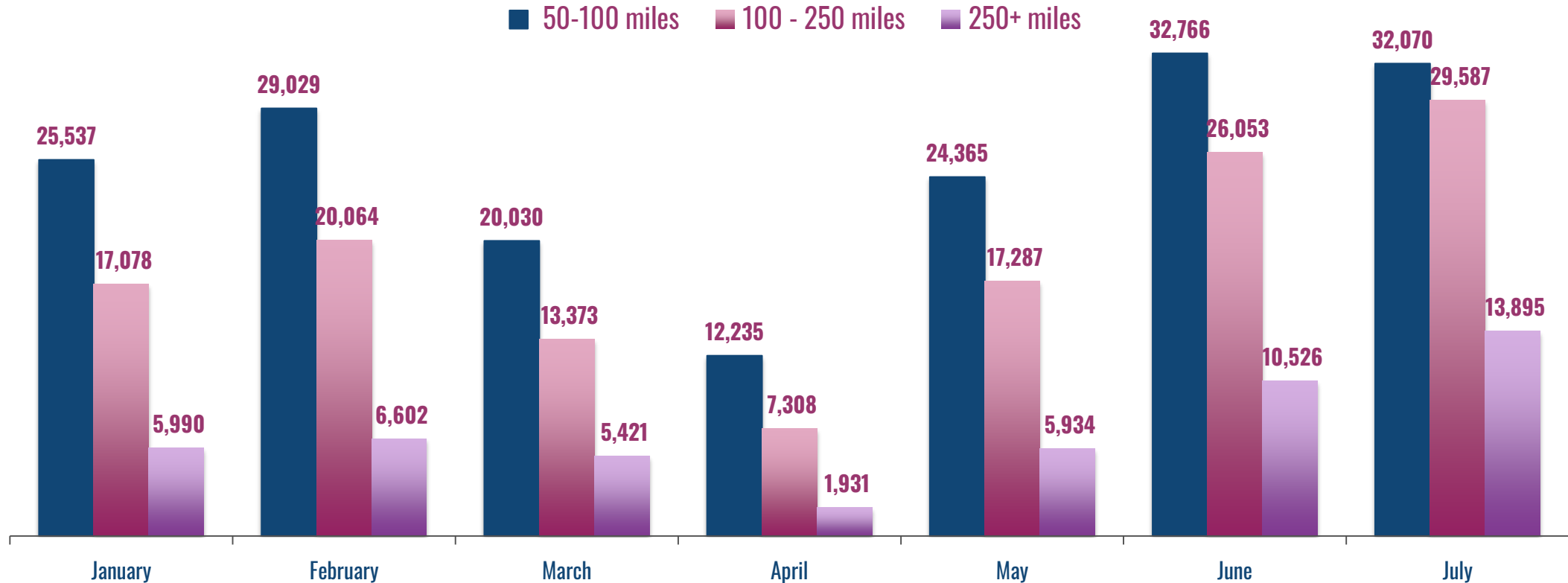
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

Road Trips to Missouri by Reported by Arrivalist

Road Trips by All States to MO by Month & Distance Driven

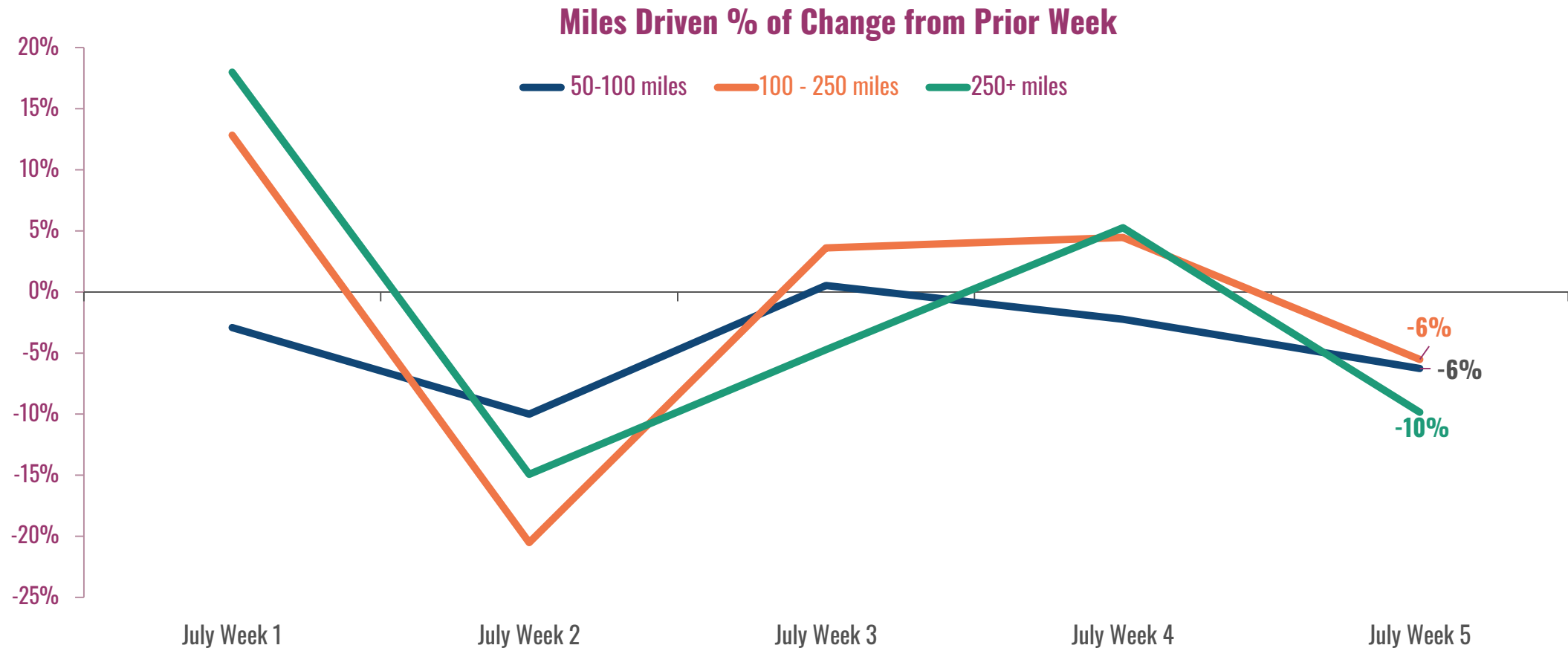


Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

Road Trips to Missouri by Reported by Arrivalist



Missouri Travel Barometer

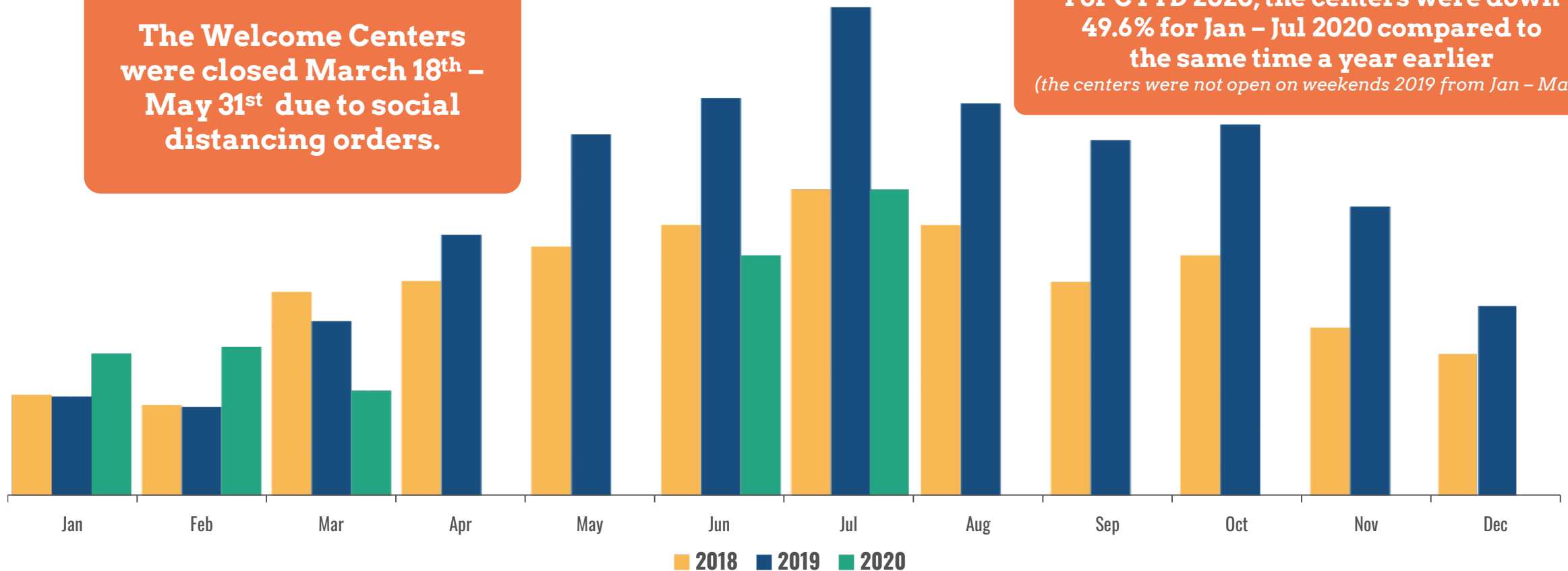


Welcome Center Visits: 2020 Calendar Year to Date through July

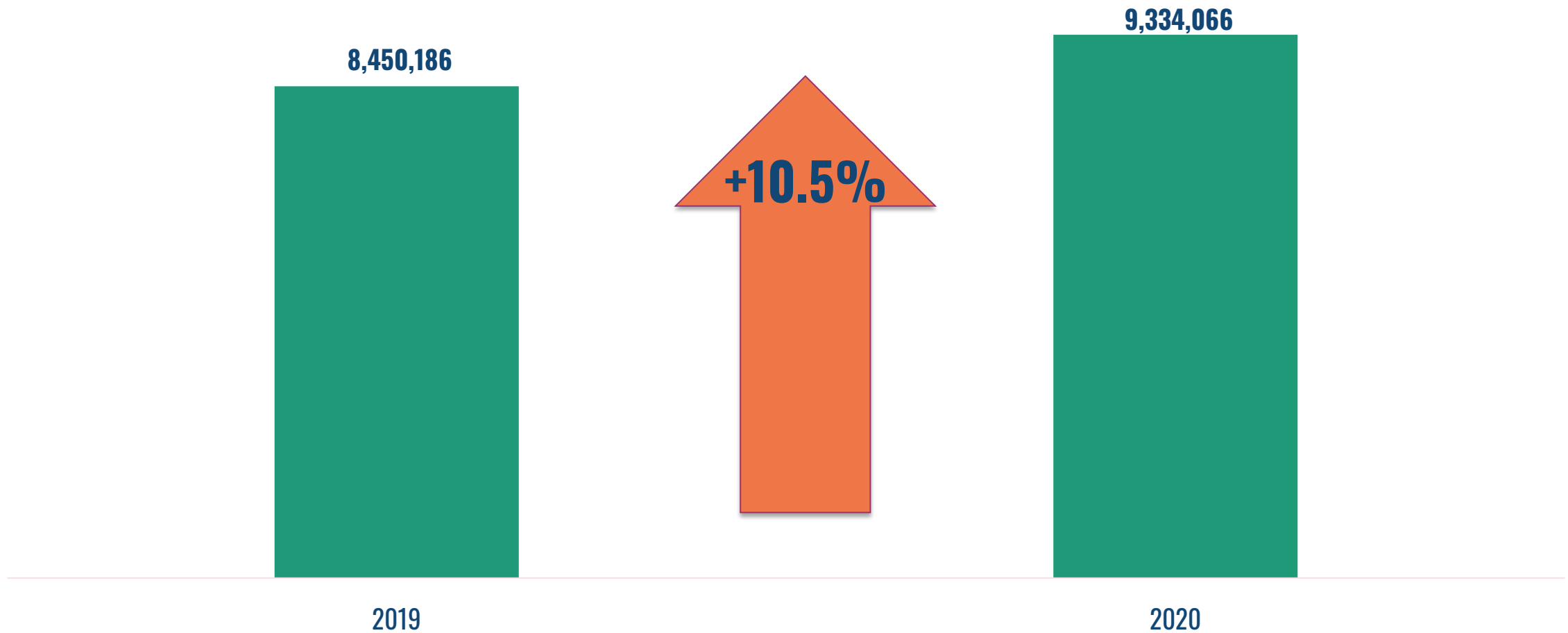
The Welcome Centers were closed March 18th – May 31st due to social distancing orders.

For CYTD 2020, the centers were down 49.6% for Jan – Jul 2020 compared to the same time a year earlier
(the centers were not open on weekends 2019 from Jan – Mar).

THOUSANDS



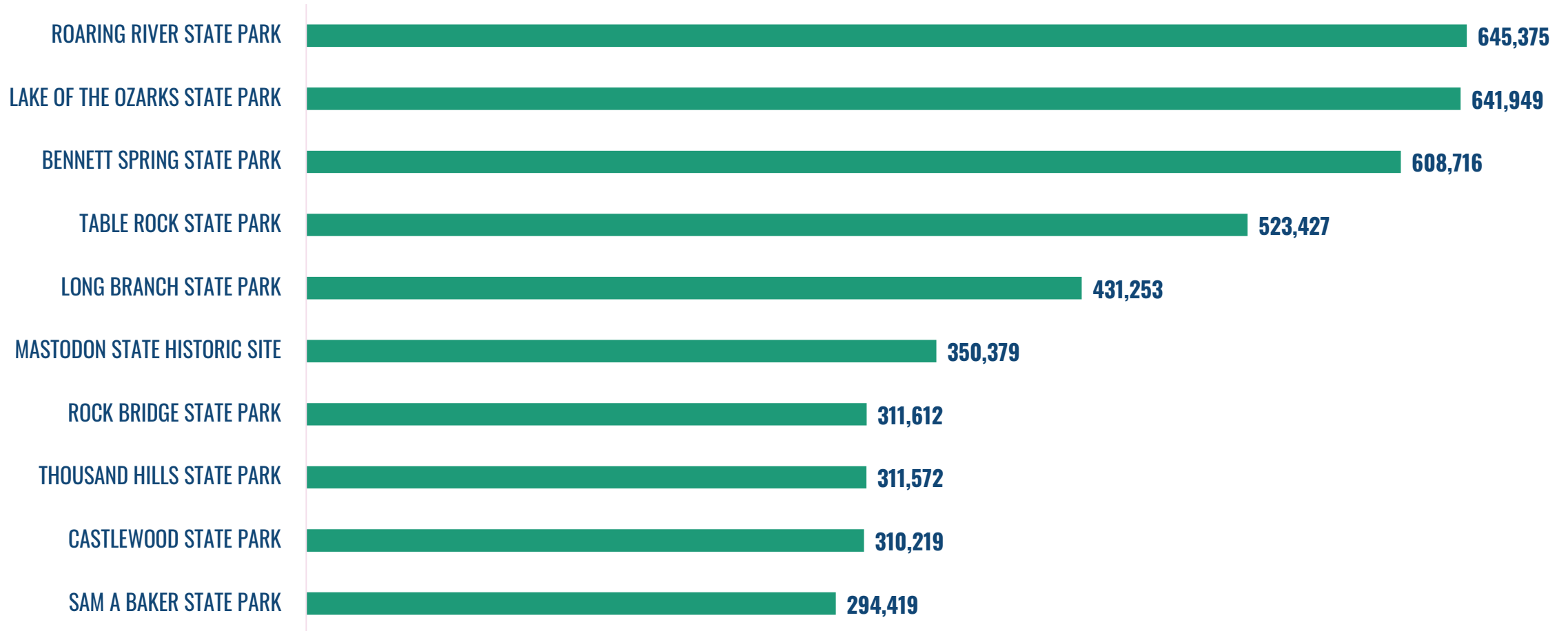
Visitors to Missouri State Parks during January - June



Missouri Travel Barometer



Most Visited Missouri State Parks during January - June



THANK YOU

